

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

October 2010

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon on the last Saturday of each month (except November and December), usually at the Encinitas Library, 540 Cornish Dr., Encinitas.

**Membership**  
\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. Visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and to RSVP for meetings.

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**Closing date** for newsletter contributions is the **last day of each month**. Send contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

## Next Meeting

**Date: Saturday, October 30, 2010**

**Time: 10 a.m. to 12 noon**

**Location: Encinitas County Library, 540 Cornish Drive**

**Topic: "Turn Your Book into a Screenplay"**

**Speaker: Pilar Alessandra**

Screenwriting instructor Pilar Alessandra discusses book adaptation and gives a step-by-step plan for turning your work a into screen-friendly feature or TV show. Pilar is the director of the Los Angeles writing program, *On the Page*. She's worked as Senior Story Analyst for DreamWorks and Radar Pictures and has trained writers at ABC/Disney, MTV/Nickelodeon, the National Screen Institute, the Los Angeles Film School, The UCLA Writers Program, and more. Her students and clients have sold to Disney, DreamWorks, Warner Brothers, and Sony and have been winners in such prestigious competitions as the Austin Film Festival Screenplay Competition and the Nicholl Fellowship. Her weekly *On the Page* podcast is top rated by iTunes, and her book, *The Coffee Break Screenwriter*, will be published by Michael Wiese Publications and released this fall.

## MARK YOUR CALENDAR

**PWSD Holiday Party Tuesday, December 7  
5:30 to 7:30 p.m., Encinitas Library.**



## News/Announcements

Here's an opportunity for your 2010 book to be displayed at the library in the Annual Local Authors Exhibit.

The San Diego Public Library is presenting the 45<sup>th</sup> Annual Local Authors Exhibit this February 2011. If you are a local author who has originally published a book in 2010, please contact the Exhibit Coordinator, Pamela Sanderson, at 619-236-5847 or email her at [psanderson@sandiego.gov](mailto:psanderson@sandiego.gov). The deadline to submit an originally published work from 2010 is December 1, 2010.



### **PWSD Officers**

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**WE'RE LOOKING FOR NEW  
CONTENT COORDINATOR;  
WILL YOU HELP?**

## **Read Local San Diego Author Events**

*Read Local and the authors it supports have been busy this fall, organizing and participating in street fairs and book festivals.*

We were happy to be a part of the **San Diego City College International Book Festival** and feature nine authors at the SD City College Book Fair on October 2. This was the fifth year of the festival, and we hope to participate again next year.

RLSD had two booths at the second annual **San Diego County Library Book Festival**, held at the Encinitas Library (where we hold most of our meetings). The festival featured author readings and presentations throughout the day, and RLSD supported about 15 authors and their books.

### **Sunday, November 7, 9:00 a.m. to 4:00 p.m.: Carlsbad Street Faire**

The **Carlsbad Street Faire** is a very popular street fair and tough to get into, but Tony Vianna generously offered to share his booth with RLSD. We will feature three authors throughout the day: Janine Corti-Peska and her book *Carina and the Nobleman*; Chantal Sicile Kira and her books on autism; and Jen Hilborne and her book, *Madness and Murder*.

### **Sunday, November 21, 9:00 a.m. to 4:00 p.m.: Encinitas Fall Festival**

This fair is well attended and a fun one to participate in. We have two booths this year and are featuring 10 authors. However, we have space for 8 more! Please let me know as soon as possible if you would like a time slot; availability is from 9:00 to 11:30 and 1:30 to 4:00. Cost is \$25 per time slot. Please contact me ASAP if you would like to take a space: [karla@sandiego.readlocal.org](mailto:karla@sandiego.readlocal.org).

As well as Sicile-Kira and Corti-Peska, we will be featuring Kathi Burns and her book, *Master Your Muck*; Dharlene Marie Fahl and her book, *Sereni-Tea*; Elin Stebbins Waldal with *Tornado Warning*; Julie Weinstein and her new book, *Flashes from the Other World*; John Woods and *Return to Treasure Island*; Jen Leong and *Make It Happen with Feng Shui*; and Leonie Albani-Tremaine with *Adios, Aries*.

### **Sunday, December 5, 9:00 a.m. to 3:00 p.m.: Carmel Mountain Ranch Holiday Festival**

This is our first trip to this festival, and we are excited to try it out. As well as Jen Leong, Elin Waldal, Chantal Sicile-Kira, and Dharlene Marie Fahl, we will feature Deborah Parker and *Humanus Astrologicus*, and Udo Wahn and *Cabo and Coral Go Surfing* and other books in the series.

If there is a street fair or festival in your area, please let us know, and we will look into securing a cooperative Read Local San Diego booth. Contact Karla at [karla@sandiego.readlocal.org](mailto:karla@sandiego.readlocal.org).

***Let's make books a great holiday gift this year!***

### **A Note from Andrew Chapman**

If you've been following PWSD for more than a year, you are most likely aware that Karla Olson has been serving as President Pro Tem in my absence. (If you've come into the PWSD family in the past year, you probably don't even know who I am.) It is now with great pleasure and pride that I officially pass the role and title of President to Karla.

When I moved back to the Washington, D.C. area (my hometown) last year, I thought it would be a near-term, temporary station. I had a consulting gig here and a unique opportunity to live rent-free for several months. It would be a perfect arrangement to be around my family more, enjoy all D.C. has to offer, and save some money. But as a good friend says, "If you want to make God laugh, tell Him your plans."

In March, my response to a simple ad on Craigslist for a freelance design project led to the unexpected chance to run a small publishing company. Now, after a trial period for the publisher and me that has gone very well, I'm the president of PJC Publishing. The firm is small enough that it's part time for now, which allows me to continue pursuing my own projects, but the potential is huge. PJC is a publisher of legal guides—statistically the most profitable form of publishing along with medical texts. You just never know how life will turn.

I've enjoyed splitting my life between both coasts, but I had always thought my "home base" would be out there—perhaps that has been reversed. Either way, it only makes sense that I appoint Karla to the position she has been serving outstandingly for the past year. As I hope you have discovered, she is a superb representative of the publishing world and an ardent advocate of independent publishing, making her an invaluable asset to PWSD. I greatly appreciate all she's done since joining the board four years ago.

I will now serve the association in an advisory capacity, hopefully continuing to contribute to the excellent growth we have experienced the past few years. Even from afar, it's great to be a part of PWSD.

Ideally, I'll be back in San Diego for a visit not too far in the future; hopefully, I can coincide the trip with a PWSD meeting and see many of you again. Until then, may the publishing world treat you well!

### **A Note from Karla Olson**

It is with great honor that I officially accept the position of President of Publishers and Writers of San Diego. As Andrew mentioned, I enthusiastically joined the board four years ago, hoping to continue the tradition of excellence established by Bob Goodman so many years ago (how long ago, Bob?) and nurtured by Andrew and Paulette Ensign since 2002. Now I am excited to continue to explore the potential of this group—and this business—in the future. I will strive to continue to bring informative and relevant programs and member benefits such as the Western States Independent Publishers Catalog of Books and the "How to Sell More Books, More Profitably" webinars.

Thanks so much to Tony Vianna for handling the money and membership as treasurer of our group, and to the terrific newsletter staff—Andrea Glass, Lynette Smith, and Lauren Castle—who keep us informed and entertained. Kudos as well to Dave Patrick for his terrific webmaster skills.

A group like this cannot thrive without the help of its members. Please consider getting involved. We need more people to help out with the newsletter—from covering the monthly presentations (we need someone every month, so please volunteer when you are contacted; we promise that once you do it, we won't bother you again for a looooong time ...) to helping out with content for the newsletter. Any programming suggestions are welcome; please let me know of someone you think could inform our group or a topic you would like covered.

This is an amazing—and sometimes confusing—time in publishing. It is terrific to journey through all the changes in the industry with all of you. Together we can all learn to thrive in the exciting world of publishing, reading, and books.

## Word of Mouth

Jack Canfield and Mark Victor Hansen's *Chicken Soup for the Soul* did not hit the best-seller list until 18 months after it was published. Meanwhile, the authors did workshops around the country and gave 5 to 10 radio interviews a week. The book went on to sell almost a billion copies and spawned follow-up best-sellers.

Publishing people believe what movie people believe: Word of mouth is the most powerful form of promotion, period, amen, end of story. You can read reviews and articles about authors, see the ads, and maybe even hear authors speak, but still not be totally convinced. But when someone whose judgment you respect tells you, "You must read this book!" you're a believer.

Andrea Brown, a literary agent who specializes in children's books, finds that this is especially true with children's books. Booksellers who hand-sell their favorite books can create best-sellers, as can parents, librarians, teachers, and even kids themselves.

The goal of everything done to promote books by unknown writers is ... to generate a critical mass of people who love them. If a book can convince enough people to praise it with enough fervor, the book will succeed. Once that happens, an unstoppable army of fans will keep winning victory after victory for the rest of the author's career.

Convincing people to buy a book is a victory, but a short-sighted one. Sure, the author will receive a royalty check. But we'll bet that you have bought at least one book that, despite your best intentions, you've never read.

If you're like us, your fantasy is that book buyers will take your book home, do nothing else except breathe until they finish it, and tell everyone they know to read it. Is that too much to ask?

Publishers have three approaches to making that happen. The most likely way for a book to reach the best-seller list is if an author's previous book was on it. Once word of mouth elevates sales to that lofty level, a book benefits from the self-fulfilling momentum of appearing on the list. Then future books benefit from the sales momentum of previous books. So as long as the author's books deliver and they are well promoted, an author can stay on the list for a lifetime.

Books by best-selling authors have six- or seven-figure first printings and may have a laydown date on which booksellers can start selling them. The purpose of a large first printing with a specific on-sale date is to trigger an explosion of sales that will immediately catapult a book onto best-seller lists in as high a position as possible. This is the publishing equivalent of the opening weekend box office sales that enable movie people to gauge the movie's eventual receipts.

Making the list for the first time, however, continues to become more difficult, especially for fiction, which is harder to promote than nonfiction. People are less willing to pay even discounted prices to take a chance on a novel by a new author that may not be worth the money or, even more valuable, the time to read it.

This is one reason it can be easier for novelists to break in by writing genre fiction like mysteries and romances that are published as mass-market originals. When they have enough fans, their publishers will start publishing them and promoting their books to their waiting readers.

But even if a publisher goes all-out for a new author, the proof of whether their efforts are justified is still in the reading. Despite all of the persuasive hoopla publishers can produce for books, if a book doesn't deliver, it's a lost cause no matter how much money the publisher throws at it. The moment they realize it's hopeless, they'll drop the book in a New York minute and move on to the next likely prospect.

Without an author's previous appearance on the best-seller list, large subsidiary rights sales, rave prepublication reviews, or an expensive promotional blitz, word of mouth is the easiest, fastest, cheapest, and in fact, the only way to create a best-seller by a new writer.

It took 18 months for *Chicken Soup for the Soul* to hit the best-seller list. It took Diana Gabaldon four books to build enough of a fan base to enable her time-trip historical *Outlander* series to reach best-sellerdom. That's why it's important for writers and publishers to not give up on a book too soon.

## Member Profile

### John D. Wolf

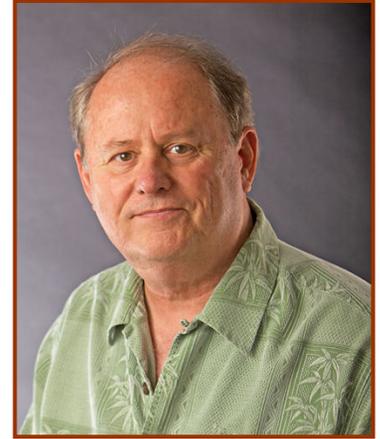
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[www.GeneralSpecifics.blogspot.com](http://www.GeneralSpecifics.blogspot.com)



**PWM:** What aspects of publishing or writing are you involved or interested in?

**John:** I write the occasional novel when it strikes me and have self-published five. I publish an e-ragsheet known as the *Fox&Quill* for writers to join and communicate. I call it a nexus for those who bond with words. My interests extend to music. I'm a folksinger, play bass in a rock band, play tenor sax in the Pomerado Community Band, and generally enjoy making noise of some sort. I also participate in a video production company. We've produced an eight-part series for public access television called *The Writer's Loft*.

**PWM:** What first attracted you to this field?

**John:** I've written songs all my life, so when I took up writing a full-length novel, it just felt like writing a long song. Once you have a product, interest in the publishing industry is a natural follow-up.

**PWM:** Did you previously have related experience in these areas?

**John:** Before writing seriously, I was an engineer in the aerospace industry for 25 years, and prior to that I spent nine years in the Air Force as a navigator. During the college years, I worked my way through on a co-op program that allowed me to live in American Samoa and northern Japan. Basically, I was very busy from high school graduation until retiring in 2005. That's when I started writing with a passion and had the time.

**PWM:** How long have you been a member of PWSD, and what role has the organization played in your success?

**John:** I've been aware of PWSD for five years and know many of the members, but I only joined the organization this past August. When it comes to helping members make their books successful, I think PWSD comes closer than any of the other organizations around San Diego.

**PWM:** What are you working on now?

**John:** Currently, I'm learning all there is to know about how to build websites. Also, I'm putting together a practice book for the saxophone based on jazz riffs. The draft is complete, and I'm working on the business angle now. I have started another long story—I don't have a completion deadline in mind. I write a lot of short stories. And I work constantly creating new issues of the *Fox&Quill*. This is a huge machine that keeps me busy communicating with people all over this country and a few others, to make the website useful for authors. I'm trying to get a book trailer produced for each of the books. One is online—four more to go. To me, all this activity is closely related, and one can't be dropped without impacting the others.

**PWM:** What guidance or lessons learned can you offer the members?

**John:** I have a lecture package called “The Internet and the Wired Author” that I could share with the members. It’s not about marketing or distribution, but centers on why and how the Internet can and should be used by authors if they want to be in the publishing game and have any success with their books. The *Fox&Quill* articles, especially the Buzz articles, have a lot of knowledge, trends, and opinions to be shared with those interested in writing.

### John’s Books

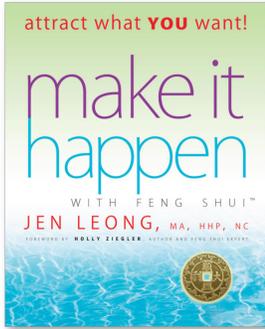
- *Orphan Records* (2006) Sci-Fi , young adult
- *A Dark and Stormy Knight* (2006) Historical fiction, general readership
- *Harmonics* (2007) Sci-Fi, general readership
- *Of Beryl & Alabaster* (2009) Mystery, general readership
- *Benny Plays the Blues* (2010) Mystery, general readership

For more information on any of these books, visit [www.JohnWolfBooks.com](http://www.JohnWolfBooks.com).



“ . . . and copy for this new program reads  
‘It’s a hard fact: Our software takes the hard  
work out of the soft goods and hardware  
business as well as the soft drink . . .’”

**Jen Leong** is the author of *Make It Happen with Feng Shui: Attract What YOU Want!* This book is a personal resource guide with groundbreaking information and easy, practical methods to attract what YOU want in life. Tapping into her combined 18+ years of



experience and training in Holistic Health and Feng Shui, Jen has uniquely integrated the ancient wisdom of Feng Shui, aromatherapy, crystals, and emotional clearing in this all-in-one, easy-to-use reference guide. It includes over 30 exclusive charts, graphics and worksheets. You can apply these tools to enhance your life and well-being and attract what you want in life. Jen is proprietor of Wellness by Design. She has a unique ability to integrate Holistic Health and Feng Shui, allowing her to empower clients with the techniques and tools necessary to bring health and harmony into all aspects of life. Her book can be purchased at [www.JenLeong.com](http://www.JenLeong.com)



**Thursday, October 14, 21, and 28, and November 4, 6:30 – 9:30 p.m., Andrea Glass** will be teaching “How to Write a Self Help or How To Book.” Do you have something to say and want to share with as many people as possible? In this 4-week course, you’ll learn to write a self help/how to book that will meet your goals of sharing your expertise and helping others. You’ll learn tips to select your subject and niche, your ideal reader, your book title and subtitle. You’ll create your book outline and gather content from existing materials or create new content. You’ll set up a timeline to keep you focused and free from distractions. And you’ll learn how to polish your book to get it ready for publication. The course is interactive and will involve in-class writing. Andrea Susan Glass won the 2001 San Diego Book Award for best how-to book. She’s written and edited more than 100 books and ebooks. She’s taught writing at North County adult schools and currently teaches for UCSD Extension. \$140 in advance. 802 S. Tremont St., Oceanside. RSVP to [info@awordwithyoupress.com](mailto:info@awordwithyoupress.com). (Class will be held only if minimum registration is met.)

**Saturday, October 30, 10:00 a.m. – 2:00 p.m.: “Make Your Writing Pop” Workshop. Laurie Richards** will offer 10 unique tips that will immediately help even seasoned writers hone their styles. She’ll discuss analyzing word choice issues, the use of action to describe setting and characters, why, when and how to use flashbacks, controlling points of view, and techniques for injecting tension and conflict into your writing. Laurie is a practicing attorney whose analytical skills enhance her understanding of the craft of writing. She’s a writing instructor for the Extended Learning Institute, Cal State University, San Marcos, and she conducts writing workshops in San Diego County. \$50 in advance. 802 S. Tremont St., Oceanside. RSVP [info@awordwithyoupress.com](mailto:info@awordwithyoupress.com).

**Saturday, October 30, 2:00 – 3:15 p.m.) Who Wants to be a Published Author?”** Local author **Sally Gary** will present a workshop on getting published via an agent/publisher, self-publishing, print-on-demand/e-publishers, and the fast growing field of e-books. Whether you have an idea for a national best seller or want to produce your family’s history or church recipes or make some extra money from your writing, you’ll learn practical information about the publishing business from targeting your audience to successfully marketing your book. Vista Library, Vista Branch, 700 Eucalyptus Ave., 760-643-5100.

**Thorn Sully of A Word With You Press** has announced that his creative arts clubhouse has officially opened its doors AND will open them regularly from this day forward. Our second book has been released: *The Coffee Shop Chronicles, Vol. 1, Oh, the Places I Have Bean!* Our clubhouse is available to all writers to drop in, read or write a book, meet friends, enroll in workshops and classes conducted by award winning writers (even a Pulitzer Prize winner), become famous during open mic nights, or just hang out, or launch your book. Check our events and drop in for a brew, either the caffeinated or hi-caloric kind. [www.awordwithyoupress.com/2010/09/21/whats-happening-in-october-2010](http://www.awordwithyoupress.com/2010/09/21/whats-happening-in-october-2010).

**Saturday, October 16, 10:00 a.m.:** **Laurie Gibson**, book editor and proofreader, presents “Book Publishing 1-2-3: From the Writer’s Fingers to the Reader’s Hands.” This lecture/workshop is designed to empower aspiring authors and boost their chances of getting published. Get a peek at the world of words with discussions on the children’s literature market, self-publishing, tracking a manuscript as it blossoms into a book, and practical ideas about how authors can find literary agents and sell their work. Laurie Gibson has worked on such projects as *The Color Purple* (Alice Walker), *Tales from Margaritaville* (Jimmy Buffett), and several titles by Brian Tracy, the bestselling business author. Laurie also taught editing classes at both UCLA and UCSD Extension. She currently edits for organizations such as Condé Nast and Stanford University. Event to be held at the Escondido Public Library, 239 S. Kalmia St. No charge for the workshop. Reservations are not required, but early arrival is encouraged. For further information, contact the library at 760-839-4601 or [www.escondido.org/library](http://www.escondido.org/library).

**Saturday, October 16, 11:30 a.m. – 3:30 p.m.:** **Anne Maclachlan** will lead “Taking the Leap” workshop for writers who’d like to take that first step into the unknown, either as newbies or in new genres. We’ll talk about what makes a good story work, and you’ll begin with a quick warm-up in your comfort zone. You’ll leave with an original story in a new genre and places to submit your work for possible publication. Anne Maclachlan is an award-winning Web content producer, writer, and blogger with a passion for current events, history, and the arts. In more than 15 years as a freelancer, she has written two textbooks, countless articles, and several short stories. Though she specializes in nautical writing and flash fiction, Anne has become an “accidental horror writer,” leading her to encourage other writers to experiment outside their chosen genres. \$50 in advance. 802 S. Tremont St., Oceanside. RSVP [info@awordwithyoupress.com](mailto:info@awordwithyoupress.com).

**Saturday, October 23, 10 a.m. – 2 p.m.:** “**Questions & Answers About Successful Journalism & Writing Exercises**” with Pulitzer Prize winning journalist **Jonathan Freedman**. Jonathan will create a warm, supportive, inventive, criticism-free zone for people of all ages and life paths to find their voices. Everyone has a unique vision and experience to communicate. Yet this voice can be blocked, buried, or frightened to come out. Jonathan’s privilege is to help people find their authentic voices and experience the profound and life-giving rewards of writing from the heart—and being heard. Join Jonathan for a half day of writing, talking, listening, and exploring. Be prepared to write and receive feedback. \$50 in advance. 802 S. Tremont St., Oceanside. RSVP [info@awordwithyoupress.com](mailto:info@awordwithyoupress.com).

**October 25, 6:30 to 8:30 p.m.:** “**Time To Write.**” **The San Diego Writers/Editors Guild** will have its monthly meeting with program speaker **Lee Silber**. A well-known writing instructor and speaker, Lee will talk about how best-selling authors found the time to start and finish their early works and what you can learn from them. He’ll have several inspiring stories that are informative and interesting. Meetings are at 3851 Rosecrans Street. For more information go to [www.sdwritersguild.org](http://www.sdwritersguild.org).

**Sunday, October 31, 10 a.m. – 12 noon, Flash Fiction Workshop:** **Julie Ann Weinstein**. Writers and readers of flash fiction love the clever, whimsical ways stories unfold in short bursts. These short, short works of fiction are typically under 1,000 words. In this workshop you will explore the art of flash fiction and how to find the core of a story. You will be given a short interval to write stories and present them in a read and critique session. Exercises will feature prompts designed to awaken the story-writing muscle. Julie Ann Weinstein has published over 90 short stories and is a Pushcart Nominee. She’s the author of the short story collection, *Flashes from the Other World* (All Things That Matter Press, Fall 2010) and the novel, *Jen-Zen and the One Shoe Diaries* ([www.synergebooks.com](http://www.synergebooks.com)). Julie is an editorial consultant and a flash fiction workshop leader in the Southern California area. \$25 in advance. 802 S. Tremont St., Oceanside. RSVP [info@awordwithyoupress.com](mailto:info@awordwithyoupress.com).

### **Resources**

*If you hear of an event or discover a valuable resource for publishers or writers,  
please send it to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).*

*From the Editor, Andrea Glass*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information and the home page to sign up for this newsletter.

**The closing date for newsletter contributions** is the **last day of each month**. Send your contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

Would you like to appear in a **member profile**? If so, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

Would you like to help out by taking **notes at our monthly meeting** and writing up the meeting recap for this newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). She's accepting signups for 2010. We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing community!**

*Newsletter Team*



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